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California Coast Credit Union Names Greg Cornell Vice President of Marketing

Brand development expert brings over two decades of experience to leadership team

SAN DIEGO – March 16, 2016 – California Coast Credit Union, the oldest financial institution based in San Diego, with \$2 billion in assets, has added Greg Cornell as Vice President of Marketing.

Cornell brings more than 26 years of marketing and brand development experience to the credit union, which serves people living or working in San Diego and Riverside Counties. He previously served as Vice President of Marketing at MUFG Union Bank, Vice President of Marketing Strategy and Programs at HSBC Auto Finance and Director of Digital Marketing at Hyundai Capital America. He also held managerial positions at Provident Financial Corporation and Cendant Corporation.

As Vice President of Marketing, Cornell will oversee the credit union's marketing team and will lead cross-functional projects to transform complex ideas into actionable marketing strategies. Mr. Cornell's expertise in marketing, brand development, asset management, and business expansion will enhance the reach and visibility of the credit union in the markets it serves.

"California Coast Credit Union continues to attract the best in the financial industry, and it is with great pleasure that we welcome Greg to our team," said California Coast Chief Executive Officer Todd Lane. "Greg's creativity and expertise will play a key role in accelerating the growth of our credit union and supporting our mission to provide the best products and services to our members."

Cornell holds a Bachelor of Science in Business Administration with a Marketing emphasis from California State University, East Bay.

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Cornell will collaborate with Rene McKee who previously held the position of VP, Marketing and Community Relations and now serves the credit union as VP, Community and Public Relations. The new position was created to help expand the credit union's visibility in the communities it serves, and build upon its commitment to local community support and engagement.

About California Coast Credit Union

Established by a handful of San Diego teachers in 1929, California Coast Credit Union is the oldest financial institution based in San Diego and holds true to its founders' guiding principle of "people helping people." With over \$2 billion in assets, the credit union now proudly serves more than 140,000 members through its local network of over 20 branches and 60 shared branch locations, online and mobile banking, and 30,000 fee-free ATMs nationwide. California Coast is not-for-profit, provides no-cost financial education for adults and youth, and is committed to improving the lives of its members and others in the community. Anyone who lives or works in San Diego or Riverside counties can be a member. For more information, visit calcoastcu.org or call (877) 495-1600.

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